

NUTRITION

NUTRITION TERMS

Be a Savvy Consumer

1. Free:

This term means that a product contains no amount of, or only trivial or "physiologically inconsequential" amounts of, one or more of these components: fat, saturated fat, cholesterol, sodium, sugar and calories. For example, "calorie-free" means fewer than 5 calories per serving.

2. Low:

This term can be used on foods that can be eaten frequently without exceeding dietary guidelines for one or more of these components: fat, saturated fat, cholesterol, sodium and calories. Thus, descriptors are defined as follows.

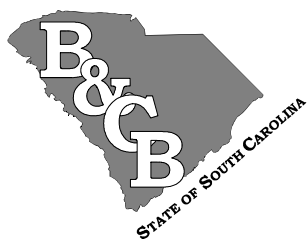
- **Low-fat:** 3 grams or less per serving
- **Low-saturated fat:** 1 gram or less per serving
- **Low-sodium:** 140 mg or less per serving
- **Very low sodium:** 35 mg or less per serving
- **Low-cholesterol:** 20 mg or less and 2 g or less of saturated fat per serving
- **Low-calorie:** 40 calories or less per serving

3. Reduced:

This term means that a nutritionally altered product contains at least 25 percent less of a nutrient or of calories than the regular, or reference, product. However, a reduced claim can't be made on a product if its reference food already meets the requirement for a "low" claim.

4. Less:

This term means that a food, whether altered or not, contains 25 percent less of a nutrient or of calories than the reference food. For example, pretzels that have 25 percent less fat than potato chips could carry a "less" claim. "Fewer" is an acceptable synonym.



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